

Appn No. 09/693415  
Amdt. Dated: October 09, 2006  
Response to Office Action of August 11, 2006

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### **REMARKS/ARGUMENTS**

The Applicant thanks the Examiner for the Office Action dated August 11, 2006.

#### ***Amendments***

Claims 1 and 9 have been amended to specify formatting advertising material with a second interactive element.

#### ***Claim Rejections – 35 USC § 103***

With the amended claims filed herewith, it is now unambiguously clear that the advertising material printed with the document is interactive and responsive to the sensing device. Such an interactive document was not suggested in any of the prior art documents.

In particular, it is submitted that the present invention provides a new type of printed interactive document, which facilitates a user response to targeted advertising. Hitherto, it had been possible to deliver advertising material, targeted or otherwise, to users following the teachings of Markowitz.

However, Markowitz's advertising material is merely printed with a fax transmission and relies on a user responding to the advertisements by telephone, internet or other communication means. The power of the advertising is inevitably lost if users are required to make this additional communication step. This is particularly true for advertising aimed at so-called 'impulse' purchasers.

Dymetman describes printed interactive documents. Dymetman suggests various types of interaction with his coded substrate, such as interactive books/plays (see column 19, lines 24-32), interactive sales catalogues (see column 19, lines 33-42), e-mail communication (column 22, lines 12-23) etc.

However, Dymetman clearly fails to appreciate the advantages of combining delivery of user requested information with targeted advertising material, such that the requested information and advertising material are interactive and responsive to a sensing device. The advantage of delivering targeted advertising with other requested information on an interactive substrate

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is that users are not required to resort to an alternative form of communication in order to respond to the advertising material. The user is already interacting with the printed requested information on the document via a sensing device. He only needs to move the sensing device to the interactive advertising material in order to, for example, purchase an item relating to the requested information. For impulse purchasers, the Applicant's system realizes the full power of advertising, particularly targeted advertising.

It is submitted that the combination of on-demand delivery with interactive advertising was not derivable from the combined teachings of Dymetman, Markowitz and Ur. None of the prior art documents conceived of the advertising power of this combination of features. Thus, the present invention is more than merely a collocation of features individually identifiable in each of the prior art documents. Rather, it provides functionally inter-related features which enhance the power of advertising in a way that had not been conceived of in the prior art. For these reasons, the Applicant maintains that the present invention is not obvious in view of the combination of Dymetman, Markowitz and Ur.

It is submitted that all the Examiner's objections have been traversed. Reconsideration and allowance of this application is respectfully solicited.

Very respectfully,

Applicant/s:



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